THE STORIES WE TELL:

MEANINGFUL MARKETING OF TECHNICAL SERVICES

LACONI
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POLLS

WHO WE ARE

GOALS

- Why tell the TS story

- What to consider when telling the TS story

- How to tell the TS story

"The value of [technical services] is being challenged in all sectors for relevance, need and value for money."

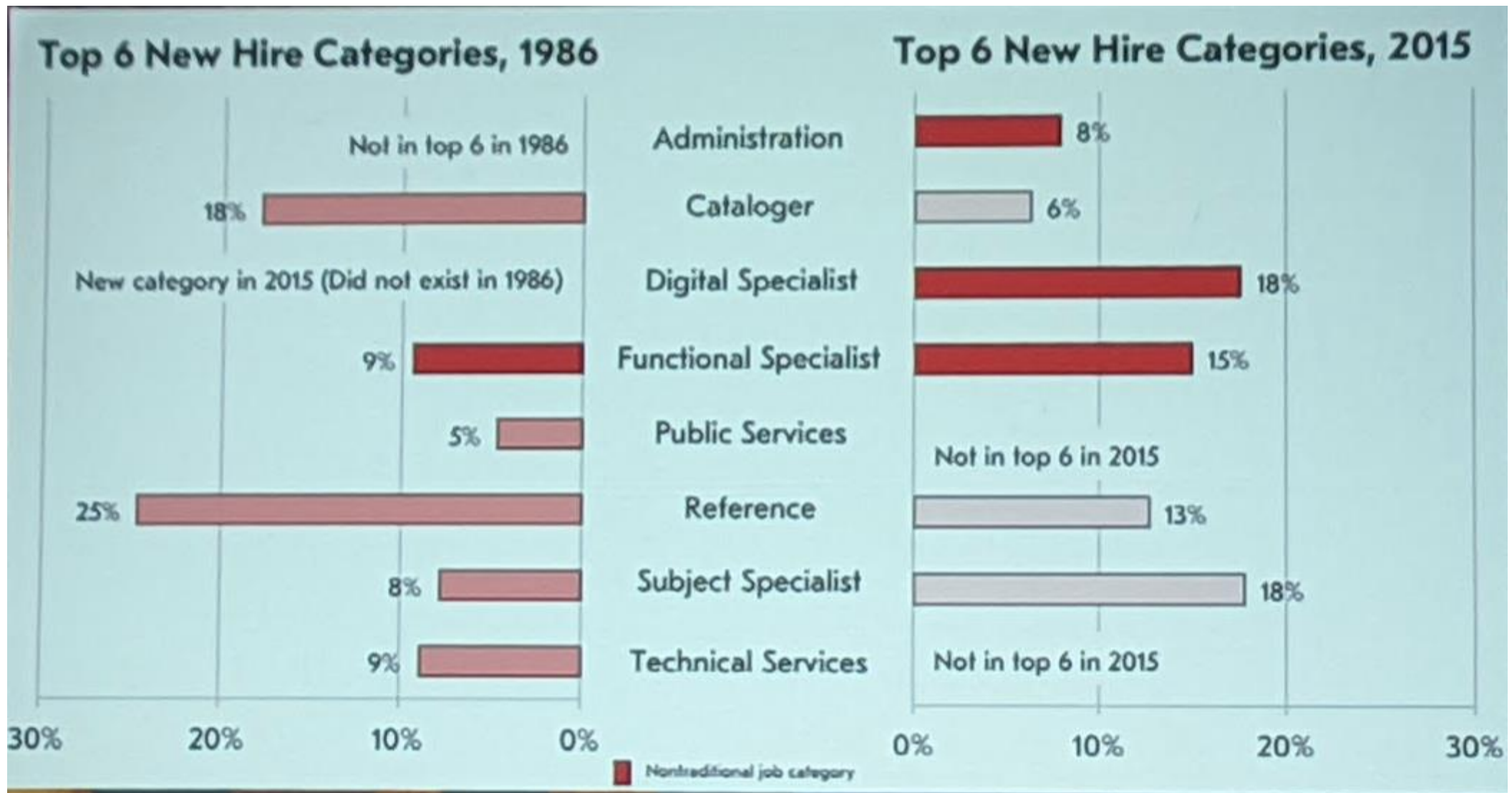Terry Kendrick in *Engaging Your community through Active Strategic Marketing*

WHY MARKET TECHNICAL SERVICES?

The more that is understood of the **value** and **impact** Technical Services departments have on library users, the better able all library staff are to serve our users' needs.

THREATS

- Tight budgets
  - Lost or relocated staff positions
  - Inadequate salaries
- Technology
  - Higher level staff competencies ≠ higher pay
  - Loss of quality
- Nature of Librarianship
  - Managing the collection ➡ Managing the organization

Top 6 New Hire Categories, 1986 | Top 6 New Hire Categories, 2015

Category	1986	2015
Administration	Not in top 6 in 1986	8%
Cataloger	18%	6%
Digital Specialist	New category in 2015 (Did not exist in 1986)	18%
Functional Specialist	9%	15%
Public Services	5%	Not in top 6 in 2015
Reference	25%	13%
Subject Specialist	8%	18%
Technical Services	9%	Not in top 6 in 2015

■ Nontraditional job category

Zanders, Tony. (2022) Culture or collections? Navigating the next chapter in libraries. Atla annual, Baltimore.

COMPETENCIES SINCE 2010

- E-Resource management
- Open Source Software (OSS)
- Digital asset management
- Digitization
- Git
- Central index activation
- Open Educational Resources (OERs)
- Identity Management
- Dublin Core
- DEI

- Research data management
- Assessment
- Application Programming Interfaces (APIs)
- Third-party integrations
- Cloud computing
- Analytics
- Data Visualization
- BIBFRAME
- Container imaging
- Batch data editing

Zanders, Tony. (2022) Culture or collections? Navigating the next chapter in libraries. Atla annual, Baltimore.

DISENGAGEMENT

Photo credit: Maarten Takens, CC BY-SA 2.0

Christopher Mance

WHERE TO START?

THE LIBRARY'S MISSION STATEMENT

- Institution: Murray State University places our highest priority on student **learning** and excellent teaching, blending the range of educational opportunities often found at research institutions with the nurturing student-teacher interactions usually found at smaller universities.

- Library: The Murray State University Libraries serve as the student-centered **learning** commons of the university community and as a resource that bolsters the regional economy and culture. We provide traditional and evolving services, collections, instruction, and spaces to **empower** our diverse **learners**.

- Department: The Murray State University Libraries' cataloging department **empowers learners** by providing timely access to records that describe resources thoroughly and accurately.

MISSION

Champaign Public Library

- We inspire, inform, and connect our community!

- https://champaign.org/about/mission

Harper College Library

- The Library supports the Mission, Philosophy, Vision and Core Values of Harper College. We are committed to providing resources and services, as well as physical space, computing facilities, and reference assistance to support and enhance teaching and learning. The Library responds to patrons' informational needs by developing, maintaining and improving access to a balanced collection of materials, both physical and online, as well as providing access to programs and services that reflect the full range of diversity of the college community.

- https://www.harpercollege.edu/library/about/mission.php

COMMON UNDERSTANDING

Partners
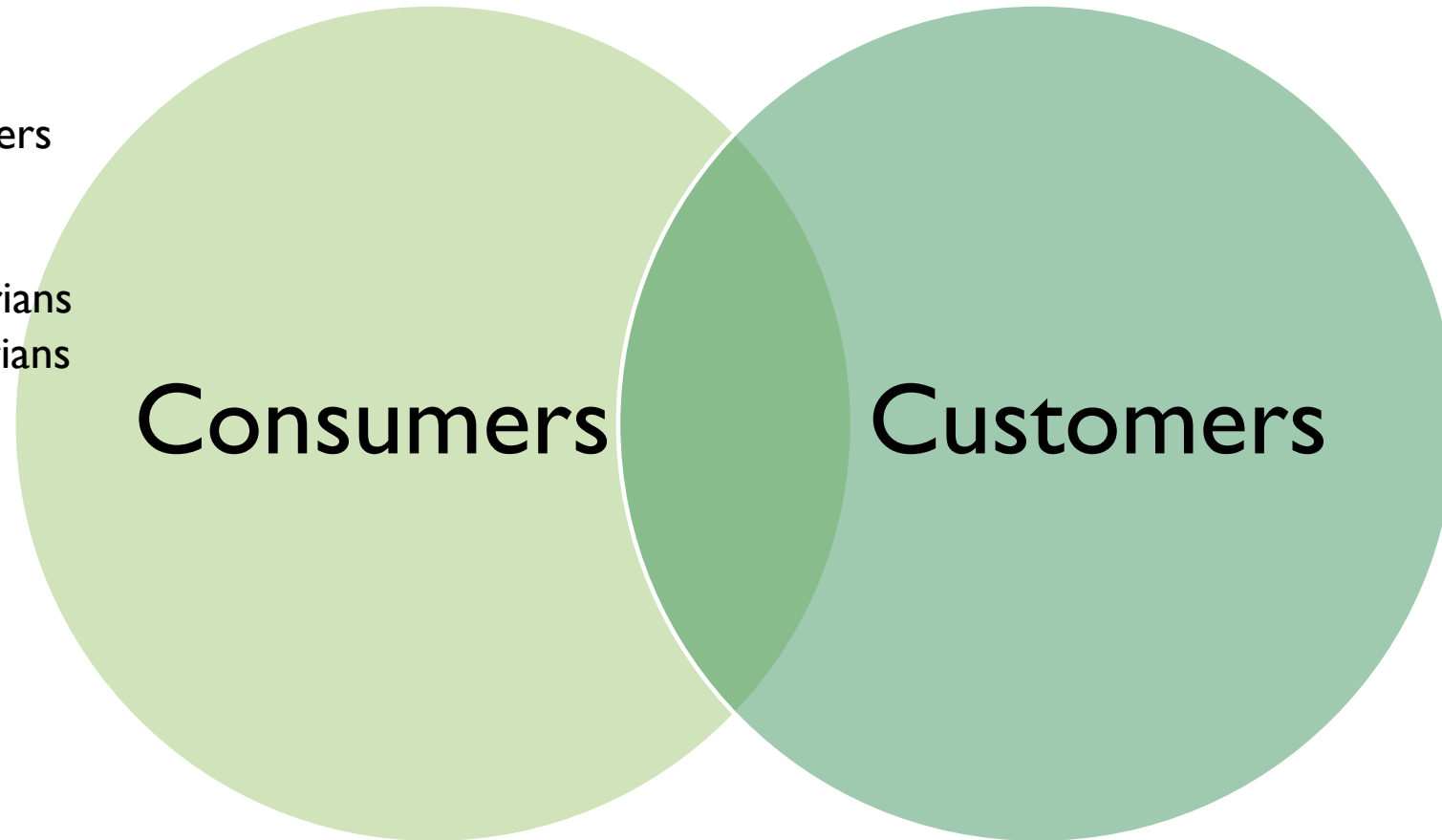
STAKEHOLDERS

- Readers
- Quick info seekers
- Schools
- Students
- Reference librarians
- Children's librarians
- Other TS staff

Consumers   **Customers**

- Supervisors
- Administrators
- Board of directors
- Funding bodies

STAKEHOLDERS

Values • Needs • Wants

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MARKET RESEARCH

- Desk research – gather data already available
  - Collection / ILL usage data
  - Longitudinal data based on previous surveys or reports
- Feedback
  - Focus groups
  - Surveys
- Observation – look at what people do rather than what they say
  - Attend stakeholder meetings
  - Mystery shopping for customer service assessment
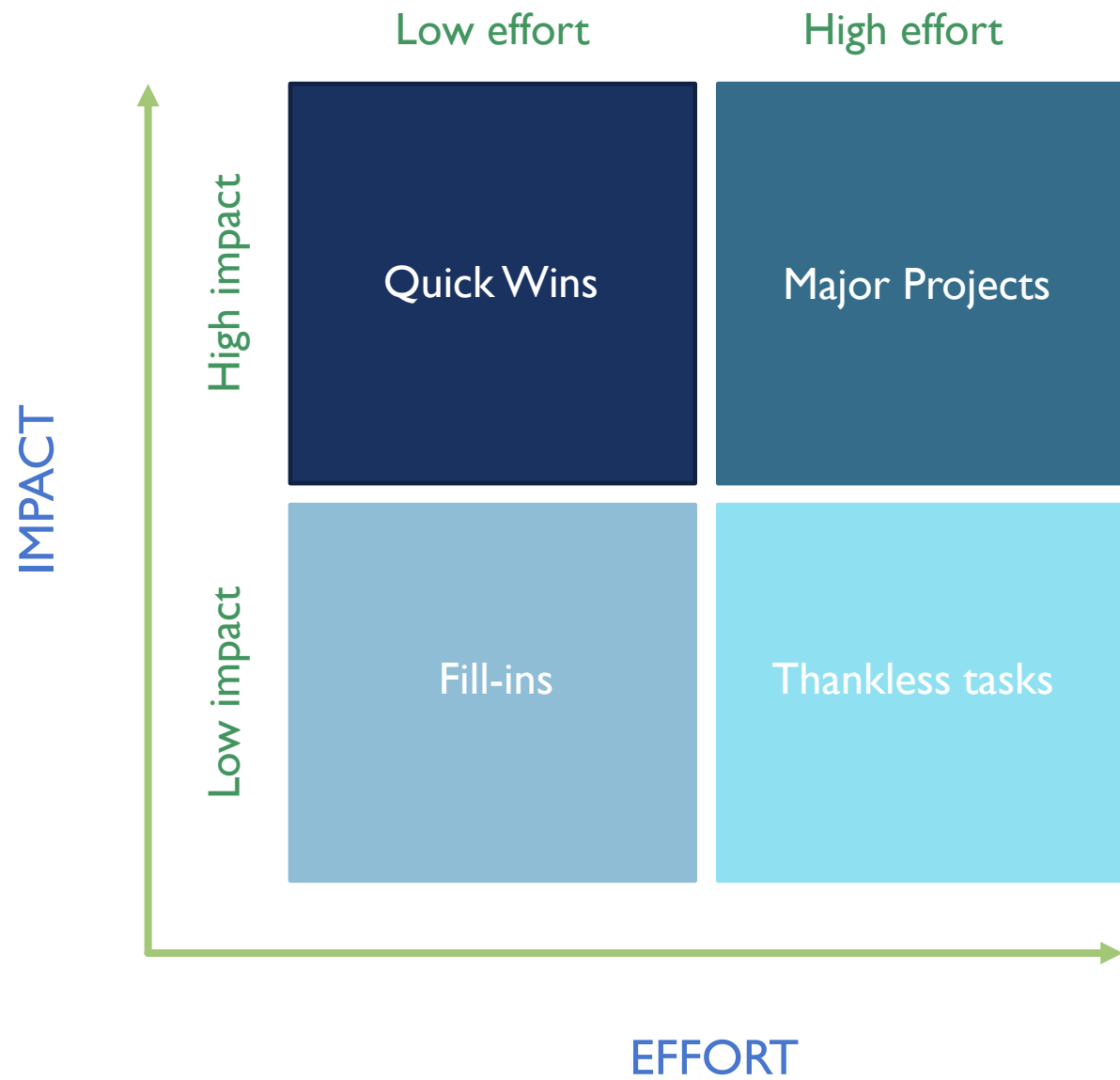 - Process mapping for improvement and efficiency
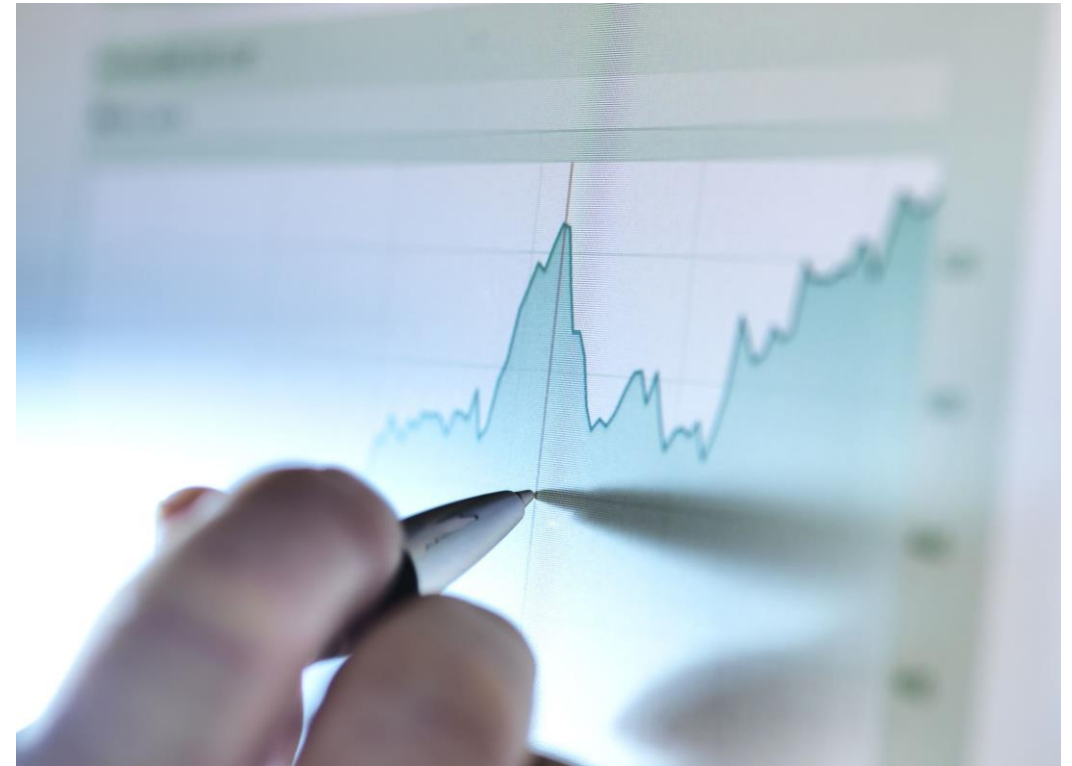
DEALING WITH THE COMPETITION

- Create partnerships
  - What can they do that will free you up to do what they can't do?

- Add value
  - Quality and flexibility

Collection Analysis						
Importance				Performance		
Low	Medium	High	Elements	Poor	Satisfactory	Good
		●	Cost	✓		☒
		●	Accuracy		☒ ✓	
	●		Speed		☒	✓
●			Convenience			☒ ✓
		●	Thoroughness		☒	✓
☒ - Library						
✓ - Vendor						

COMPETITIVE BENCH MARKING

Chart adapted from Kendrick, 2021, p. 51

VALUE & IMPACT

HOW I HANDLE TASKS

	URGENT	NOT URGENT
IMPORTANT	FEEL OVERWHELMED, PROCRASTINATE	MAKE A PLAN TO DO IT LATER, BUT THINK ABOUT IT NONSTOP
NOT IMPORTANT	OVERINFLATE ITS IMPORTANCE, THEN MELT IN A PUDDLE OF PANIC	DO IT RIGHT AWAY, SPEND HOURS ON IT

Photo credit: @lizandmollie

"If [technical services staff] simply draw attention to the work they do without clearly understanding and describing its value, they may be at risk of potential funding cuts. Ordering and paying for materials and cataloging those materials have personnel and overhead costs; unless the value of this effort is recognized it may be seen to involve expensive running costs and be cut when times get hard."
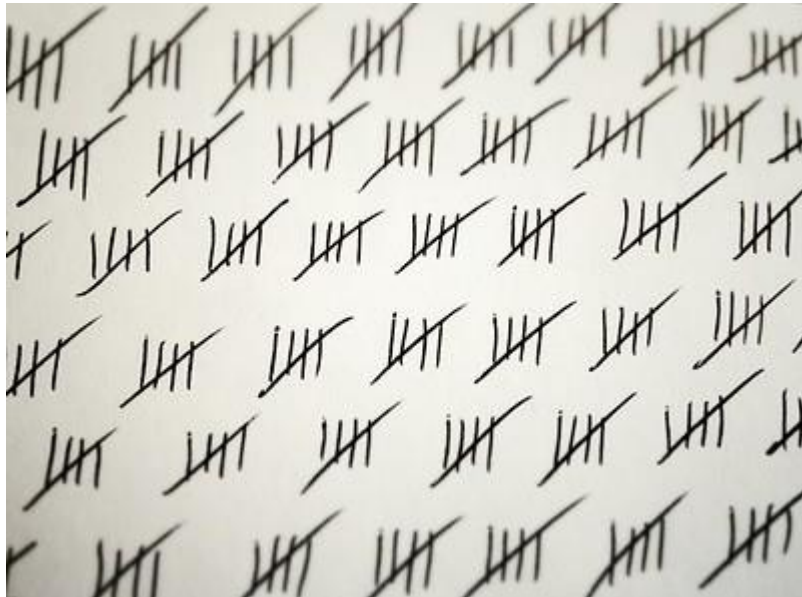
Kendrick. (2021). pg. 64.

WHAT STORY DO THESE TELL?

Photo credit: Martin Fisch CC BY-SA 2.0

Photo license: CC0 1.0

IMPACT

Direct

- User experience
- Access
- Cost or Return on investment
- Stakeholders stories

Indirect

- Reputation in the community
- Stakeholder satisfaction / Influencers
- Use of data by new technologies in new ways
- Stakeholders stories

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TYPES OF IMPACT

- Intellectual – changes in how people think

- Activity – changes in what people do

- Organizational – changes in how things work

Photo credit: rawpixel CC0 1.0

MARKETING

- "At its very core, marketing is storytelling. The best advertising campaigns take us on an emotional journey — appealing to our wants, needs, and desires — while at the same time telling us about a product or service." — Melinda Partin, Senior Director of Marketing & Digital Strategy, UW Medicine

WHO?   WHAT?   WHERE?   WHEN?

- Everyone
- Everything
- Everywhere
- Every opportunity

COMMON UNDERSTANDING

ACQUISITIONS

- Staff in the Acquisitions department are responsible for negotiation of cost, and also **licensing agreements**. We utilize our understanding of technologies that are used to **access print, electronic, and streaming conten**t as well as data analysis to **calculate and demonstrate best value**, even when short term cost savings seem like a better option. We follow strict **payment and purchasing requirements** from institutions, explain institutional requirements to **vendors**, and **vendor purchasing models** to the institution.

- **We find the best access to information needed by our library users at the best price.**

ELECTRONIC RESOURCES MANAGEMENT

- We **activate electronic resources and collections** utilizing external standards for **managing the content** of those collections. We utilize our understanding of how **browsers** interact with **library and institutional systems**, such as **discovery search engines** or **authentication software**, and **troubleshoot connection issues**.

- **We maintain technologies that help our library users access the information they need.**

COMMUNICATING YOUR VALUE

David East @davideastUK · Feb 10

"I'm a copy-editor"
- boring
- who cares
- what does that even mean

"I am here to right what has gone wrong"
- mysterious
- ominous
- maybe you have a sword

"I'm a stay at home mom."
--boring
--who cares
--everyone things I sit around mooching off my husband while scrolling through Facebook and Instagram all day

"I'm a co-founder and CFO of a small start-up which seeks to expand human knowledge and build a just society pursuant to the guidelines given to us by the One True King"
--mysterious
--ominous
--maybe I even have a sword

COMMUNICATING MY VALUE

- I'm a cataloger.
  - Boring
  - What does that even mean?
  - Most people think I read all day
- I know where the treasure is buried and I made a map so you can find it.
  - Mysterious
  - Powerful
  - Magic might be involved

Photo credit: German National Library CC0 1.0

CONVERSATION STARTER:

What is your 30-second elevator speech that explains the value and impact of your job to stakeholders without using jargon?

Education

ADM, ELE, PHE, PSE, REA, SED, TLE

Sort items by Relevance ▼   Search   🔍 SEARCH

Items in this collection (26)

View: ▦ ▥

BOOK
The writing revolution : a guide to advancing thinking through writing in all subjects and grades

BOOK
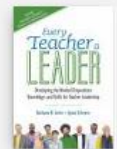The kinesthetic classroom : teaching and learning through movement
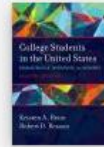
BOOK
College students in the United States : characteristics, experiences, and outcomes

BOOK
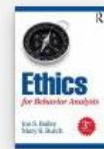One size does not fit all : traditional and innovative models of student affairs practice

BOOK
Single case research methodology : applications in special education and behavioral sciences

BOOK
Every Teacher a Leader : Developing the Needed Dispositions, Knowledge, and Skills for Teacher Leadership

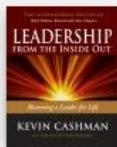**BOOK**
How great leaders think : the art of reframing

BOOK
Ethics for behavior analysts

BOOK
The understanding by design guide to creating high-quality units

BOOK
A Brief History of the Future of Education : Learning in the Age of Disruption

BOOK
Leadership from the inside out : becoming a leader for life

BOOK
Essentials of integrating the language arts

BOOK
Reframing community partnerships in education : uniting the power of place and wisdom of people

BOOK
Reframing organizations : artistry, choice and leadership

BOOK
Collaborative leadership : developing effective partnerships for communities and schools

SUMMARY

- Know the mission and values of the stakeholders.

- Know the impact and value of the technical services department.

- Communicate in a way that connects with stakeholders.

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What questions do you have?

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